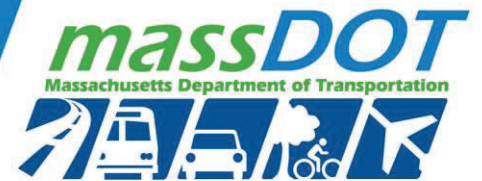


# MassDOT & RMV Website Transformation to Mass.gov



Dear Directors,

We are pleased to share that Governor Baker and Lt. Governor Polito have recently announced the launch of the newly redesigned Mass.gov website, [www.mass.gov](http://www.mass.gov), to the general public.

*“People across Massachusetts interact with state government online more and more each day, so redesigning the Commonwealth’s digital front door was a crucial step for improving our ability to effectively communicate with the residents, businesses, and visitors we are here to serve,” said Governor Charlie Baker.*

Many MassDOT web pages and services are now on the new Mass.gov site, including the MassDOT Board of Directors, meeting agendas, and CPC and F&A committee pages.

The most critical customer-facing services have also been migrated, such as RMV License and ID services, Park and Ride locations, and E-ZDrive services. The remaining pages are still in the process of being moved to the new site or removed because they are old, outdated, or unused.

The goal of the new Mass.gov website is to make it easy for people to find what they need, whether they are a resident, visitor, or business. The new site will be the home for all of the Commonwealth’s state-level web content, and is organized to reflect this approach.

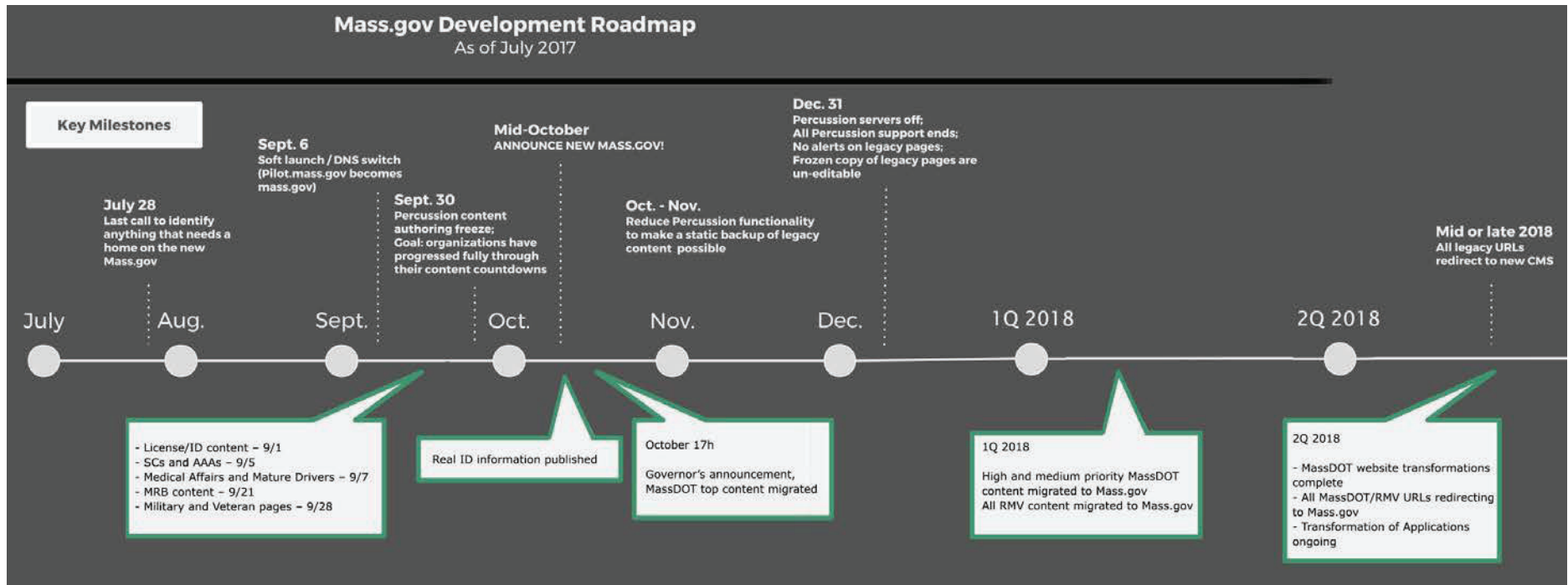
The MBTA has also been hard at work developing and moving content to a new MBTA website, which will be linked to the new Mass.gov site on pages like the Transportation topic page to help direct constituents to MBTA schedules and maps, etc.

As we continue transitioning to the new Mass.gov and MBTA websites, constituents and staff searching the sites will be redirected to the appropriate pages on the new or old sites.

Please let us know if you have any feedback or questions about these website migration projects! We look forward to sharing further updates with the MassDOT Board and FMCB as progress continues on the two new sites.



# Mass.gov Project Roadmap



- By June of 2018, all MassDOT and RMV web content should be migrated to the new Mass.gov site

# Benefits

- Information will be easy for constituents to find
- MassDOT and RMV information will be streamlined
- 3<sup>rd</sup> party applications will adopt the new design to reinforce a single face of government

# Challenges

- Approximately 50% of the content on MassDOT websites has been ranked low priority and will be reevaluated
- Staffing resources to review and rewrite content and update website are limited

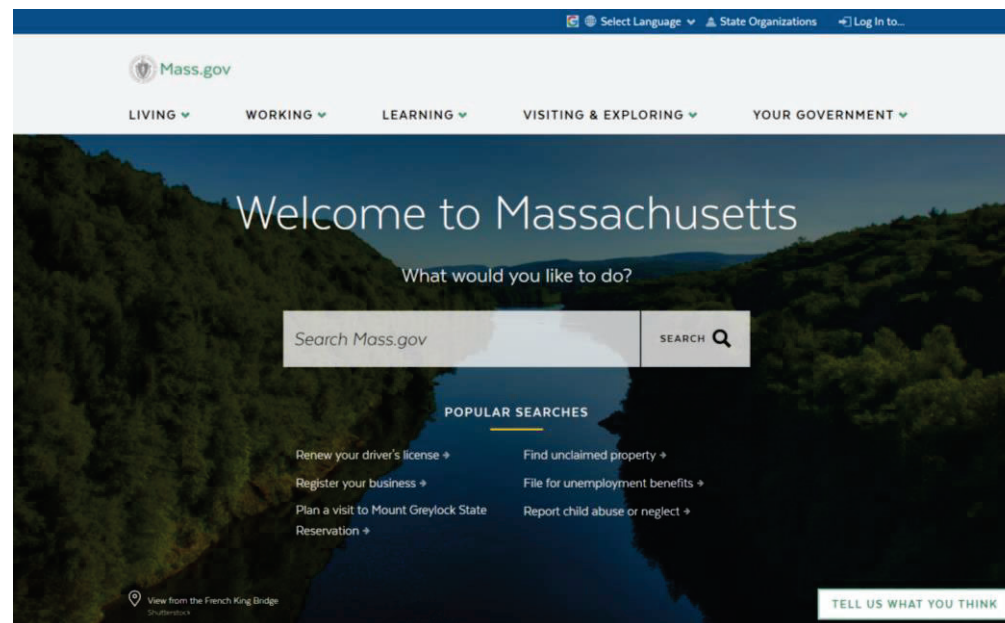
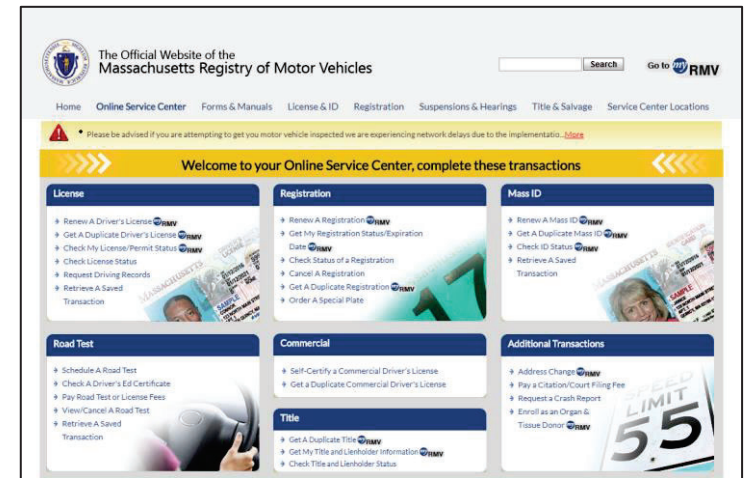
# Our Process

- Following the templates and structure developed by EOTSS Digital Services
- Reorganizing content from the perspective of constituents, business partners, and the services they need
- Writing at a 6th-grade reading level so that information is easy to understand

# Our Process

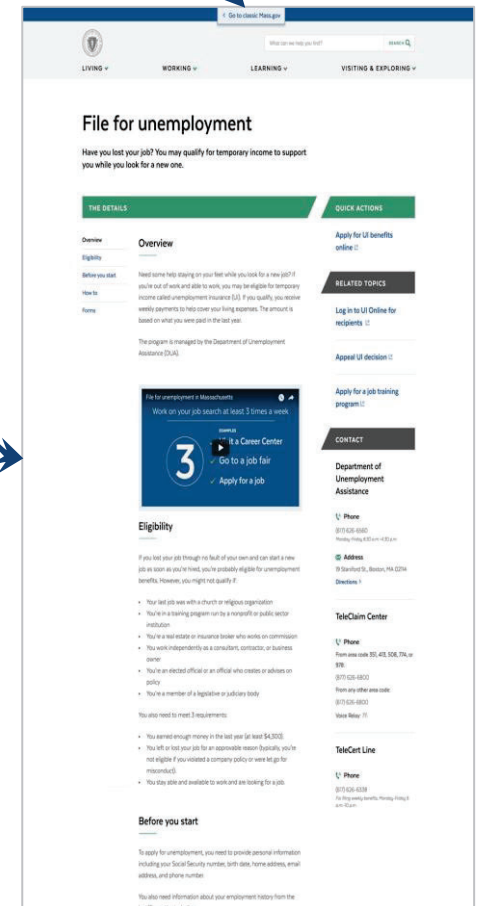
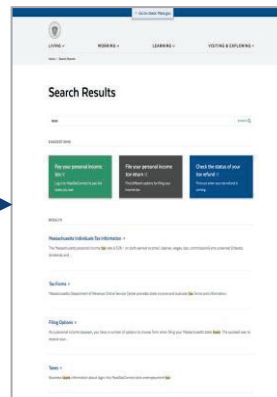
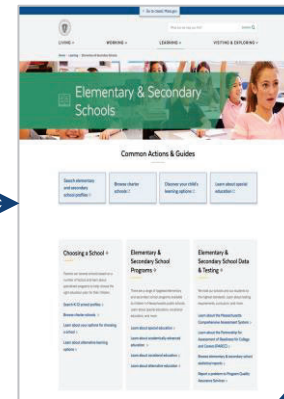
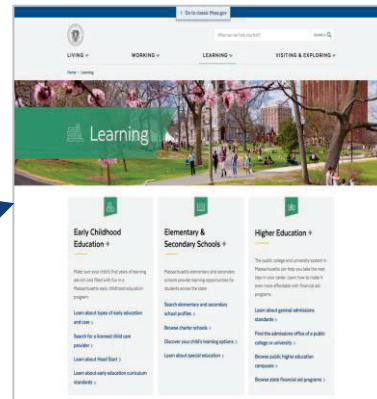
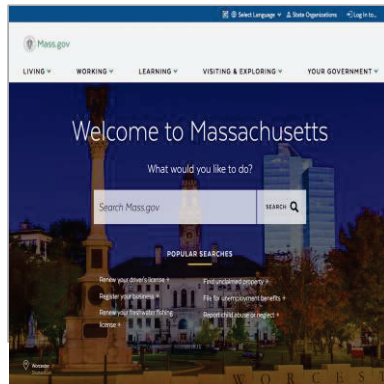
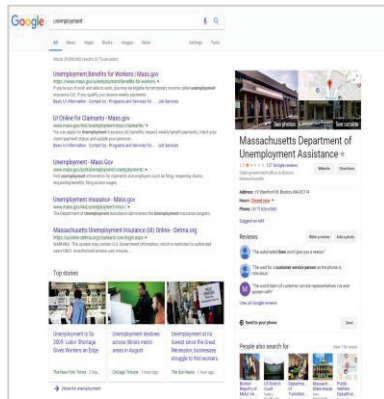
- MassDOT and RMV working with EOTSS to leverage the state's content strategy, resources and infrastructure
- Focus on high-priority constituent-facing content identified by EOTSS and MassDOT/RMV website analytics
- MassDOT and RMV sites for business transactions will adopt the new design to create single face of government







# User Paths



# Example of a Customer Journey

70% of visitors come to our websites from a search engine



Mass.gov

Select Language State Organizations Log In to...

Search Mass.gov

LIVING WORKING LEARNING VISITING & EXPLORING YOUR GOVERNMENT

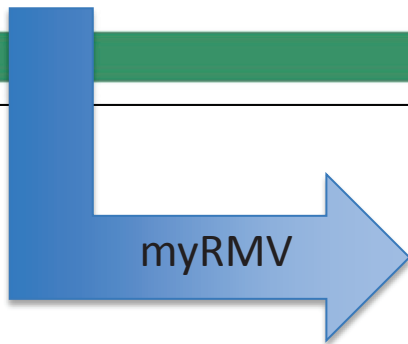
MORE ABOUT: Vehicle Registration & Title Online RMV Service Center

## Renew your vehicle registration

All motor vehicles or trailers must maintain a valid registration with the Registry of Motor Vehicles (RMV). Vehicle registrations must be renewed every 1 or 2 years depending on the plate type.

Renew your vehicle registration online →

THE DETAILS CONTACT



myRMV

The Official Website of the  
Massachusetts Registry of Motor Vehicles

## Renew Registration

Welcome to the Massachusetts Registry of Motor Vehicles Renew Registration transaction. Before we get started, we need to know if you're an individual or a company. Please select the appropriate option below to continue your transaction:

Home Page Individual Company

## Endpoints

Simple  
online  
transaction

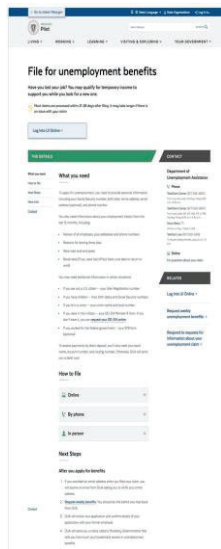
Path to  
funnel

Contact  
someone

Information  
as a service

Find a  
[place]

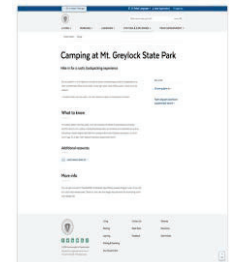
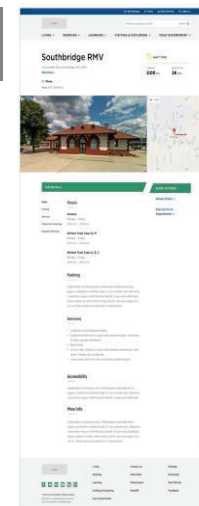
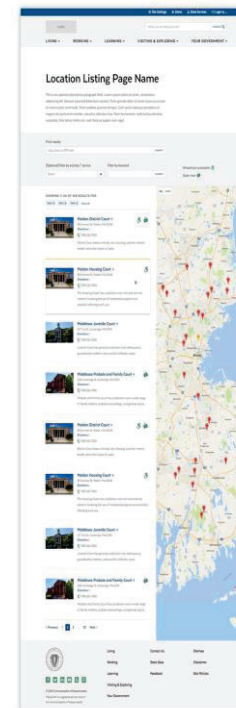
## How-tos



## Service Details

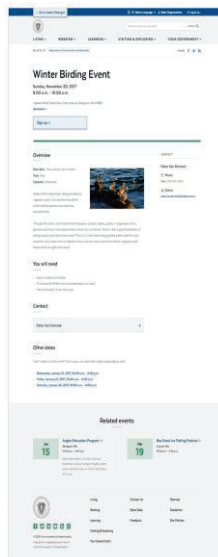


## Location Listings

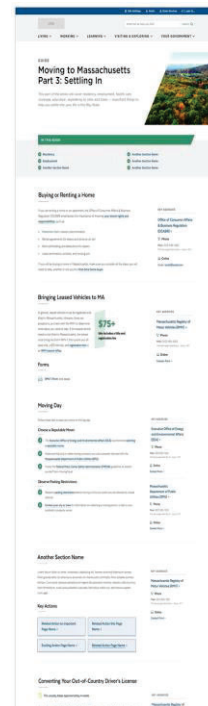


## Locations

## Events



## Guides



## Location Details



## Content vs. Traffic

10%  
of Content



Drives  
89%  
of Traffic